



## Volunteer Spotlight:

### Elisa Martin

- Owner & Co-Founder, t2B eXperts
- Apparo supporter since 2011



- 2011: Began her journey as an Apparo supporter, becoming a regular at our corporate events
- 2012: Began securing sponsorships for Apparo
- 2016: Launched t2B eXperts and prioritized large Apparo sponsorship, even as new firm was being established
- 2018: Hosted a fundraising event in her home, raising \$25,000 for Apparo
- 2019: Joined Apparo's Philanthropic Leadership Society, committing to monthly ACH auto draft individual contribution
- 2020: Joined Apparo's Individual Giving Committee, a key volunteer role
- 2020: Co-hosted an Apparo friend- & fundraiser, raising \$9,000

“The reason for my passion and commitment to Apparo is the ability to multiply community impact through the power of technology. Owning a technology and consulting firm, coupled with over 15 years in the technology space, gives me a rich understanding of the power of technology solutions to propel businesses and missions forward. Apparo not only delivers invaluable technology solutions that truly enable, but also allows me to feel connected to impacting so many different nonprofit missions across our community through their unique value delivery. There are countless stories, from so many non-profit leaders, that demonstrate how Apparo has helped accelerate their mission, and most importantly, helped uplift countless individuals in need across our community. I'd encourage readers to check out some of these incredible stories online. Additionally, if you live and work in Charlotte and in technology, and you care about this community, I hope you'll consider joining me in supporting Apparo's efforts!”

**100+ hours     \$75,000+**

Time invested and funds generated for Apparo

“Elisa has the heart of a lion – she brings the full strength of her passion for our community as well as overall smarts to everything she does. She is a powerful champion for those in need in our community and a steadfast advocate for the transformative work that Apparo facilitates throughout our community of nonprofits.”

- Kim Lanphear, CEO, Apparo

